

PATENT APPLICATION
Docket: 14531.46

3-12-03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Docket: 14531.46

In re application of:

In re application of:

Phillip Y. Goldman, et al.

Serial No:

09/264,432

Filed:

March 8, 1999

Confirmation No.:

3073

For:

SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY

Examiner:

Scott E. Beliveau

Official

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Art Unit
2614

AMENDMENT "B"

Box Responses

Assistant Commissioner for Patents
Washington, DC 20231

Dear Sir:

Responsive to the Office Action dated December 18, 2002 (paper No. 12), Applicants respectfully request entry of the following amendments and reconsideration of the pending claims in view of the matters discussed at the Examiner Interview of February 25, 2003, and the further remarks herein.

This Amendment is made pursuant to the permissive rules announced on Jan. 31, 2003 (see <http://www.uspto.gov/web/offices/pac/dapp/opla/precognice/revamdtrprac.htm>).